APR 19 1943

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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12	13	14	15	16	17	[illegible]
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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 16, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday April 16	PATHE SHORT: "LESS THAN THE LAW ALLOWS"	VOGUE MAGAZINE AND PATHE NEWS	ALL RKO THEATRES

To show how American designers have cooperated with the government in saving fabrics, Vogue Magazine has collaborated with Pathe News in making a fashion movie short showing clothes that set new trends and use less material than L-85 allows. A group of designers who go L-85 one better, created a collection that Vogue calls "the prettiest clothes seen in years". The Pathe short called "Less Than The Law Allows" shows 15 of these dresses. Contact: Albert Kornfeld, Conde Nast Publications, MO. 4-7500.

Friday April 16- April 18 12 Noon- 11:00 P.M.	1ST ANNUAL GREENWICH VILLAGE ANTIQUE SHOW	GREENWICH HOUSE HEALTH COMM. & MUSIC BOX CANTEEN	GREENWICH HOUSE 27 BARROW STREET

Benefit show for Greenwich House Health Committee and Music Box Canteen. A newly formed Village antique dealers association will set up interiors with their own furniture, and various persons of note will show individual pieces from their private collection. Board chairman of Greenwich House: Marshall Field. Open to public, at 55¢. Contact: Mrs. Brown, CH. 2-4140.

Friday April 16 1:00 P.M. Saturday April 17 9:30 A.M.	ANNUAL HOSE CONVENTION	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL ASTOR GALLERY

This year's annual convention of National Association of Hosiery Manufacturers will be an industry conference to discuss the problems confronting hosiery during a war economy. Open to industry. For further information: Mr. Ball, Nat'l Assoc. of Hosiery Mfrs., 486-4th Ave., N.Y.C., MU. 4-5412.

Beginning Saturday April 17 9:00 A.M.	PAN-AMERICAN DAY EXHIBIT OF BOLIVIAN COSTUMES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND ST.)

Celebrating Pan-American Day is the theme of a colorful display of native costumes from Bolivia, arranged by the window display department of Traphagen School of Fashion, shown in the 52nd Street window of the school. The costumes, with modern adaptations are from the School's costume museum. Visitors welcome daily 9 to 9; Saturdays until 5. Contact: Dorothy Tyroler, CO. 5-2077.

Saturday April 17 12 Noon	CIRCUS BOND RALLY	JAMES McCREERY & CO.	5TH AVE. AT 34TH ST. BIG TOP RESTAURANT, 2 FL.

Everyone who buys a $50 War Bond on Saturday at McCreery's will receive a Circus Book by Bobbee, author and illustrator of Circus Book, who will autograph the book on the spot. Six real circus clowns will be there to autograph their pictures in the book. Publicity: Elsie Porcell, WI. 7-7000.

Saturday April 17 2:00 P.M.	MOVIES AND LECTURE: SILVER WORK IN MEXICO	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. LECTURE HALL.

The details of making Silver jewelry and the work of apprentices. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 17 6:30 P.M.	UNITED NATIONS IN AMERICA DINNER	AMERICAN COMMITTEE FOR PROTECTION OF FOREIGN BORN	BILTMORE HOTEL BALLROOM

This dinner is a tribute to the contributions of the foreign born to America. Among the speakers are Dorothy Thompson, columnist; Edward G. Robinson, movie actor; William Allen White, editor; and others. Admission: $3.50 per person. Dress optional. For tickets contact: Alice Richman, 512 5th Ave., PE. 6-8508.

Now Showing 2:30-5:30 P.M.	SUMMER COLLECTION: GOWNS AND SUITS	HELEN DE HUENE	21 EAST 57TH STREET

This designer is formerly of Paris with Robert Piquet. Daily showing, 2:30-5:30 P.M. Contact: EL. 5-1337.

Now Thru May 1	SHOWING OF CIRCUS ANIMALS AND OLD POSTERS	NORLYST GALLERY	59 WEST 56TH STREET

Now Going On Every Tuesday 3-5:30 PM	SERVICE MEN'S CIRCUS PARTY	JAMES McCREERY & CO.	5TH AVE. AT 34TH STREET BIG TOP RESTAURANT, 2 FL.

Every Tuesday there will be entertainment, refreshments, girls and fun provided by McCreery's, the USO, and other service aid groups, for service men with time on their hands. Invitations are issued through service men's clubs, organizations, etc. Publicity: Elsie Porcell, WI. 7-7000.

Now Going On	JAPANESE WAR MATERIAL-EXHIBIT	N. Y. MUSEUM OF SCIENCE & INDUSTRY	RCA BUILDING 30 ROCKEFELLER PLAZA

Newest addition to the Museum's "World at War" show scheduled to run through the Summer is an exhibition of Japanese cannon, machine guns, rubber life raft and battle flags. The rest of the exhibition includes material from many of the world's battle fronts. Very interesting. Should be seen. Admission: 25¢ plus tax. Contact: Clinton Thomas, CI. 6-2075.

Now Showing	ADVANCE FALL FUR FASHIONS	ZIMMERMAN-SCHER INC.	150 WEST 30TH STREET

Zimmerman-Scher's early inspirational Collection of advance Fall fur coat fashions, presented in the new "A A" SIZES, for the Average American woman, whose height measures about 5'3". Collection shown only by appointment. Contact: Mr. Jack Zimmerman, PE. 6-9316.

Now Showing	RUZAK REDY-CUT APPLIQUES (NEW IDEA FOR HOME SEWING)	HERMAN S. ZAIKANER	101 WEST 37TH STREET

So much home sewing is going on now, that for the first time, a ready-made package of wool felt appliques already cut and prepared for mounting on costumes has made its appearance. These redy-cut appliques replace unobtainable trimmings. On sale in dept. stores end of July. Fashion editors invited to see collection by appointment. Publ.: Ann R. Silver, MU. 2-8633.

Now Available	WINDOW DISPLAY OF FURLOUGH BRIDES	PUBLICITY FEATURES	11 WEST 42ND STREET

Collection of bridal costumes and officers' uniforms from 1776 through 1943. For stores' window displays and fashion shows. For bookings, contact: Irwin Shane, LO. 5-5351.

Now Available	PUBLICATION: "AMERICAN WOMEN IN UNIFORM"	WRITTEN BY MARY STEEL ROSS	GARDEN CITY PUBL. CO. 14 WEST 49TH STREET

Designed as a handbook for women in various war services who want to know concisely what are the duties, the titles, the purposes, the requirements for membership, the training, the regulations and the uniforms in all branches of women's war activities. Mrs. Ross is consultant with AWVS and the Navy League. Price: $1. Contact: CI. 6-1700.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Available Free	GOVERNMENT BOOKLET ON SMALL RETAILERS AND THE WAR This is compiled by the U. S. Department of Commerce and defines the position of the small retailers in the war economy with the help of charts and tables. Procurable through Pepperell Manufacturing Company, 160 State Street, Boston, Massachusetts.		

WEEK BEGINNING MONDAY, APRIL 19, 1943

Week of Monday April 19 2:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL The Bamberger Woman Power Council, organized to get Jersey women started right in their jobs, has for its program for coming week: Mon., April 19, 11:00 A.M.--AMERICAN RED CROSS NUTRITION CLASSES 2:30 P.M.--2ND SESSION OF HANDY ANDY REPEAT COURSE Tues., April 20, 2:30 P.M.--CLOTHES CLINIC AND FASHION SHOW ON LIVE MODELS Wed., April 21, 7:00 P.M.--CHICKEN RAISING COURSE Thurs., April 22, 2:30 P.M.--CANNING COURSE: JAMS AND JELLY Fri., April 23, 2:30 P.M.--REPEAT SESSION OF CANNING COURSE: TOMATOES Sat., April 24, 2:30 P.M.--SEWING COURSE: SLIPCOVERS Further information from Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY
Monday April 19 12:30-1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW Business girls' streamlined preview of Easter wardrobes, shown at their lunch-time tempo and at their budget levels. Open to Press and public. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR
Monday April 19 1:00-1:30 P.M.	LUNCH HOUR FASHION SHOW In accordance with current practice of bringing fashions into the factories to discourage absenteeism, Arnold Constable is giving a half-hour fashion show of Pre-Easter Clothes for girls of the Ford Instrument Factory. Shown will be bathing suits, street suits, dresses of shantung, sheers, prints and a few evening styles. All told, about 2 dozen costumes. Only factory workers admitted. Publicity: Jeanne Pierre, CA. 5-2300.	ARNOLD CONSTABLE FOR FORD INSTRUMENT CO.	FORD INSTRUMENT FACTORY LONG ISLAND CITY
Monday April 19 1:00 P.M. Luncheon	2ND "WIN YOUR EASTER BONNET" LUNCHEON Lunchers in the Iridium Room of the St. Regis Hotel on April 19th will be judged on their millinery. The two women wearing the most attractive hats will each receive a prize of a new hat on display in the lobby of the hotel. Judges: Mrs. Orson D. Munn and Kay Vincent. Open to public. Luncheon, $2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	ST. REGIS HOTEL	5TH AVE. AT 55TH STREET IRIDIUM ROOM
Monday April 19	PUBLICATION OF PORTFOLIO: "EUROPEAN DRAWINGS" The work of 29 great European artists are reproduced in immediately usable form so that famous museum paintings may come off from walls and enter people's homes. Price of this portfolio, including 10 Rembrandt's, 10 Goya's, Dagas', Renoir's, Watteau's, and others, is $6. Contact: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND STREET

Tues. 4/20 NO LUNCHEON FASHION SHOW IN OVAL ROOM OF RITZ CARLTON DURING HOLY WEEK

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 21 12:30 P.M. Luncheon	BEAUTY THROUGH FOOD, VITAMINS, ETC.	THE FASHION GROUP, INC. COSMETICS SECTION	MURRAY HILL HOTEL PARK AVE. AT 41ST STREET
	Miss Lorna Barber, Regional Nutrition Representative of Food Distribution Administration will speak on "Eat Your Way to Vigor"; and Dr. P. W. Punnett, Good Housekeeping Bureau, will discuss "The Gray-Haired Vitamin--Fact Vs. Fancy". Members may bring guests. Luncheon, $1.60. Contact: CI. 7-1734.		
Wed. 4/21	NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK		
Thurs.4/22	NO LUNCHEON FASHION SHOW IN PERSIAN ROOM OF PLAZA DURING HOLY WEEK		
Thursday April 22 6:45 P.M.	ANNUAL DINNER	AMERICAN NEWSPAPER PUBLISHERS ASSOC.	WALDORF ASTORIA HOTEL GRAND BALLROOM
	This annual event takes up pertinent publishing problems. This year they will have a war slant with outstanding editors amd military men making keynote impromptu talks. Of interest to publishers, newspaper owners, editors and adv. executives. Tickets, $10. Contact: Mr. Moore, CA. 5-4160.		
April 25	EASTER SUNDAY IN NEW YORK		
Easter Sunday April 25 Noon On.....	EASTER LUNCHEON AND CONCERT	PIERRE HOTEL	5TH AVE. AT 60TH STREET COTILLION ROOM
	The pretty Cotillion Room at the Pierre expects a big Easter Luncheon crowd and will present the Uptown Russian Cathedral Choir in special Easter music from 3 to 5:30 P.M. Luncheon, a la carte. Publ.: Mr. Lynch, RE. 4-5900.		
Easter Sunday April 25 12:00 Noon	EASTER SUNDAY BRACER BREAKFAST	MADISON HOTEL	12 EAST 58TH STREET CAFE
	No fashion event planned for Easter Sunday at the Madison. Breakfast as usual, $1.75. Reservations must be in at least two weeks in advance. Publicity: Mr. Sidney Dicketts, VO. 5-5000.		
Easter Sunday April 25 12:45 P.M.	5TH ANNUAL EASTER BONNET LUNCHEON	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST. TRIANON ROOM
	The Ambassador expects its usual Easter Sunday Breakfast following and will serve a special prefix $2 Easter bruncheon. No special fashion events planned. Publicity: Mae C. Flynn, WI. 2-1000.		
Easter Sunday April 25 1:00 P.M.	GALA RED CROSS EASTER LUNCHEON, TEA-DANCE AND FASHION SHOW	AMERICAN RED CROSS	DELMONICO HOTEL MAIN BALLROOM 502 PARK AVENUE
	Easter Sunday will be gaily celebrated as a Red Cross benefit at the Delmonico Hotel where the fun begins with luncheon and a fashion show of costumes and hats by Florence and Rejean Reichman, with jewels by Karples. Admission: $2.75, includes tax and entitles guests to stay through luncheon and on into the afternoon for tea dancing and Easter entertainment. There will be door prizes and grab-bag drawings. All donations gratefully accepted and accredited. Contact: Ann Edison, SA. 2-7104 or VO. 5-2500.		
Easter Sunday April 25	EASTER SUNDAY BREAKFAST	PLAZA HOTEL	5TH AVE. AT 59TH ST. TERRACE ROOM
	Although there is no planned program for Easter Sunday Breakfast or Luncheon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Breakfast or Luncheon. Publ.: Alma Zaiss, PL. 3-1740.		
Easter Sunday April 25 3:30 P.M.	EASTER MUSIC AT THE CLOISTERS	METROPOLITAN MUSEUM OF ART	AT THE CLOISTERS FORT TRYON PARK
	Admission, free, except Mon. and Fri., when fee is 25¢. From April 26th through May 2nd, open daily 10 A.M.-5 P.M.; Sundays, 1-6. WA. 3-3700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER SUNDAY IN NEW YORK (Cont'd)

Easter Sunday April 25 4:00 P.M.	EASTER TEA-TIME PARADE	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. FOYER AND TERRACES

Easter Sunday will be celebrated at the Waldorf with a tea-time concert by Russian Cathedral Choir. There will be a mid-day dinner at $5 in the Sert Room; $4 in the Norse Grill. The minimum cost for tea is $1 per person. Easter floral designs will brighten the lobby. Open to public. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.

Monday April 26 12:15 P.M. Luncheon	AMERICAN DESIGN AWARDS LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM

This annual American Design Award Luncheon by Lord & Taylor presents four $1000 prizes for excellence in industrial design. Key address will be made by Eric A. Johnston, President of the Chamber of Commerce of the United States. This luncheon is chairmaned by Walter Hoving, President of Lord & Taylor, who will make the presentations. Cost of luncheon, $2.75. Application for tickets must be made at once through Lord & Taylor Design Awards Committee. Publicity: Charles Nickolai, WI. 7-3300.

Tuesday April 27 1:00 P.M. Luncheon	ANNUAL BENEFIT LUNCHEON FASHION SHOW	SPONSORED BY CHAPIN & SPENCE ADOPTION NURSERIES	ST. REGIS HOTEL ROOF

Annual event in which a number of the best shops on upper Fifth Avenue participate in making this society-sponsored fashion show of value in a style sense and beneficial to these Adoptiom Nurseries. Exhibitors include Bonwit Teller, Saks 5th Ave., Tailored Woman, Jay Thorpe, Milgrim, Henri Bendel. Open to public. Press by invitation. Luncheon, $3.95 per person. Dir. of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Tuesday April 27 2:00-6:00 P.M.	PRESS PREVIEW: SPANISH-AMERICAN ART EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET

A collection of Spanish-American art of the Southwest, including much important religious art; polychrome wood carving of saints; painted wood and leather panels. Opens to public, Wednesday, April 28th through June 13th. Publicity: Sarah Newmeyer, CI. 5-8900.

Tuesday April 27 9:00 P.M.	GALA PREVIEW: SOCIETY EXHIBIT:"PORTRAITS OF WOMEN"	NEW YORK INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET

An imposing group of Society leaders is behind the exhibit "Portraits of Women" which will portray the outstanding women of history from the 15th Century up to the present time. Contrasted with these will be portraits of 10 or 12 well-known and attractive women-about-town, whose hair-do's and hats were dressed for these portraits in the influence of the earlier schools, especially created by New York's outstanding designers of hair styles and hats, among them Antoine, Miss Jessica and others to be announced. Formal preview by invitation. Exhibit opens to public on following day, Wednesday, April 28, and continues for a month, during which interesting features will be planned and announced. Admission, 50¢ plus tax. All proceeds to the New York Informary for Women and Children. Contact: Mrs. Walter Hoving, WI. 2-5353.

Wed., 4/28 NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK

Wednesday April 28-April 29 2:00 P.M.& 3:30 P.M.	SLIPCOVER CLINIC	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET AUDITORIUM, 7TH E.

At 2:00 P.M. both days, Lesson A on "How To Make A Slipcover With A Pattern" will be given, followed by questions. At 3:30 P.M., Lesson B on "How To

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

(Continued from preceding page)

Make A Slipcover Without A Pattern" will begin, followed by questions. Miss Mildred Kitlan, stylist at McCall Pattern Co., will conduct the lessons. Public may take both lessons if desired. McCall Patterns used. Press invited. Publicity: Emily Adamson, Tr. 5-7200.

Wednesday April 28 7:00 P.M.	TESTIMONIAL DINNER TO ERNEST KATZ	METROPOLITAN CONTROLLERS ASSOCIATION	PENNSYLVANIA HOTEL GEORGIAN ROOM

Ernest Katz, retiring controller of R. H. Macy & Co., Inc., will be honored at this dinner for his nearly 40-year career at Macy's as originator of the Retail Inventory Control Method and participator in all the modern control and taxation measures affecting department stores. "Ernie" Katz is credited with creating the role of controller and has at least a dozen successful apprentices now in big jobs all over the country. Attending the dinner will be top executives of leading stores. Admission: $5 per person. Contact: E. S. Hoyt, PE. 6-2155.

Thursday April 29 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.

Subject: "Horse Sense or Horse Trading? The Present and The Future of Sound Ready-To-Wear Merchandising". Speaker: Mr. George Engel, Secretary, Jane Engel Inc. Members may bring guests. Luncheon, $1.65 (incl. tip). Contact: CI. 7-1734.

Thursday April 29 1:00 P.M. Luncheon	PORTRAITS OF MID-SUMMER HATS	JEANNE TETE (20 W. 57TH)	PLAZA HOTEL PERSIAN ROOM

Open to public. Luncheon, $2. Press by invitation. Jeanne Tete Publ.: Nona James, BU. 8-0047 or PL. 3-2991. Plaza Publ.: Alma Zaiss, PL. 3-1740.

Friday April 30 12 Noon	CLUB HOUSE FOR WOMEN IN SERVICES OPENS	WOMEN'S MILITARY SERVICE CLUB	WHITELAW REID HOUSE 451 MADISON AVENUE

All members of the Women's Auxiliaries to the Army, Navy and Marine Corps and similar Corps of the United States, automatically become members of the Women's Military Service Club and receive courtesy cards of membership. Its gala ceremony at noon on Apr. 30th will include a parade of women in the armed forces flanked by a male military guard of honor. The long-closed Whitelaw Reid House has been renovated for this Club and under the chairmanship of Mrs. Norman Whitehouse, the opening day will include unveiling of the portraits of Colonel Oveta Culp Hobby of the WAACS; Lieutenant Commander Mildred H. McAfee, Director of the WAVES and other officials high up in women's auxiliaries. Contact: Mrs. Norman Whitehouse, 451 Madison, PL. 3-7477.

Friday April 30 9:00 P.M.	ANNUAL NEWSPAPER GUILD BALL	NEWSPAPER GUILD OF NEW YORK	ASTOR HOTEL GRAND BALLROOM

Elsa Maxwell will be Mistress of Ceremonies at this year's Newspaper Guild's annual ball. In addition to the usual distinguished Broadway entertainers and name bands that appear, the evening will feature a number of "page one" awards to stars of stage, screen and radio, for oustanding accomplishment in their fields during the past year. Awards will go to Duke Ellington, band leader; Martin Block, announcer; and the Golden Gate Quartet. Queen of the ball will be the prettiest copy girl on any New York newspaper. Proceeds to the New York Labor War Chest. Admission $1.65 in advance; $2.20 at door. Publicity: Harold Harris, Brooklyn Daily Eagle, MA. 4-6200.

Saturday May 1	69TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY

Broadcast by Ted Husing and Clem McCarthy over CBS: 6:15 to 6:45 P.M., EWT.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 3 10:30 A.M.	BREAKFAST SHOWING: MID-SUMMER FASHIONS	LORD & TAYLOR	424 FIFTH AVENUE EXEC. CONF. ROOM, 11 FL.

Only the Press, by invitation, may come to this comprehensive showing of Lord & Taylor Summer fashions. Publicity: Eleanor Howard, WI. 7-3300.

Monday May 3- Friday May 7 12:30 P.M. Luncheon	WEEK-LONG MILLINERY DEMONSTRATIONS	MILLINERY FASHION BUREAU & MILLINERY STABILIZATION COMMISSION	WALDORF ASTORIA HOTEL SERT ROOM AND STARLIGHT ROOF

Every day, during the first week in May there will be a luncheon and fashion showing of the smartest interpretation of Summer millinery. Each day, different stores and different creators will present the millinery on live models, and new slants and trends in millinery will be interpreted to the attending Trade, Buyers, Stylists, Retailers. Tickets for the entire week cost $15.50 which includes five luncheons and five fashion shows, obtained from Miss Shapiro, Millinery Stabilization Commission, CH. 4-6547. Press by invitation only. Not open to public. Publicity: Miss Ethel Duhan, Millinery Fashion Bureau, LO. 5-3283. Schedule as follows:

Mon., May 3, Sert Room -- SAKS FIFTH AVENUE
Tues., May 4, Sert Room -- MILLINERY CREATORS GUILD
Wed., May 5, Sert Room -- BONWIT TELLER
Thurs., May 6, Starlight Roof -- MILLINERY FASHION INSPIRATION (Lilly Dache, John Frederics, Sally Victor)
Fri., May 7, Starlight Roof -- PEG FISHER, MME. PAULINE, FLORENCE REICHMAN

Monday May 3-8	5TH ANNUAL NATIONAL POSTURE WEEK	SPONSORED BY S. H. CAMP & CO.	THROUGHOUT COUNTRY

With millions of women in war work, Posture takes the spotlight as one of the most important features in the physical fitness program during the national emergency. Slogan of this year's event: "Fitness for Victory" will be dramatized with full-color posters available to industrial plants that employ women, to schools and colleges and women's clubs and to stores for window and interior display. National Posture Week presents a good opportunity for stores to participate in a program for tie-ins with government-approved plans for physical fitness and safety. For merchandising suggestions and tie-ins, contact: Mr. Frank Kaufman, S. H. Camp, CH. 4-5798.

Tues. 5/4 12:30 P.M. MILLINERY CREATORS GUILD SHOW AT WALDORF ASTORIA, SERT ROOM
See above for details.

Tuesday May 4 4:00-7:00 P.M.	FASHION SHOW AND COCKTAIL PARTY	MURIEL JOHNSTONE	HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH

A gala send-off to inaugurate a new line of Old South "Cotton Blossom" toiletries, introduced by Bonwit Teller, and 73 leading stores across the country. Coordinated are Southern prints, pastel cottons, rayons and cotton laces, David Crystal cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. Preview by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.

Tuesday May 4 9:00 P.M.	PORTRAITS OF DISTINGUISHED PERSONALITIES OF THE 90's	AMERICAN RED CROSS	GRAND CENTRAL ART GALLERIES, HOTEL GOTHAM

Invitation preview for Tuesday will be quite a gala social and will be $5 a person. Thereafter, through the 16th of May, admission is $1. This is a retrospective collection of personalities of the New York scene in the Gay 90's painted by eminent artists of that period. Arrangements Committee headed by Mrs. George Blumenthal, Ritz Carlton, PL. 3-4600.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wed., 5/5 12:30 P.M.	BONWIT TELLER MILLINERY SHOW AT WALDORF ASTORIA, SERT ROOM See Page 7, Item 2, for details.		
Thurs., 5/6 12:30 P.M.	MILLINERY FASHION INSPIRATION SHOW AT WALDORF ASTORIA, STARLIGHT ROOF See Page 7, Item 2, for details.		
Fri., 5/7 12:30 P.M.	PEG FISHER, MME. PAULINE, FLORENCE REICHMAN MILLINERY SHOW AT WALDORF See Page 7, Item 2, for details.		
Friday May 7 7:30 P.M.	RED, WHITE AND BLUE DINNER-DANCE	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL BALLROOM
	This is an annual Springtime fete benefiting the Soldiers and Sailors Club. Attendance will include high-ranking military and naval officers and the patrons' list is from the social register. Chairman is Mrs. John A. Morris and head of reception and dinner committee is Mrs. Walter Hoving. There will be a fashion show with clothes by Harry Collins; Nancy, Inc.; Chez Ninon and Herman Tappe. Tickets, $7.90 includes dinner, dance and entertainment, obtainable from Mrs. John Morris, 830 Park Ave., N.Y.C. Publicity: Miss Pinkerton, AS. 4-4353.		
Sunday May 9 2:30 P.M.	DANCE AND COCKTAIL PARTY	ASSOCIATED MILLINERY WOMEN	WALDORF ASTORIA HOTEL PARK AVE. AND 50TH ST.
	This social event replaces annual millinery show and will furnish entertainment and dancing by Leo Dryer's Orchestra. Sale of tickets, $2.75 each, under direction of Miss Jacobson, Eastern Women's Headware Assoc., 1440 B'way, N.Y.C. Publ.: Phyllis Hermann, Ogus, Rabinovich & Ogus, CA. 5-3400.		
Monday May 10 1:00 P.M. Luncheon	COTTON PLAY CLOTHES FASHIONS	MARY LEWIS (638 5TH AVE.)	ST. REGIS HOTEL ROOF
	Famous for her Mother-and-Daughter fashions and cotton play clothes, Mary Lewis again presents a comprehensive Summer Collection of town and country clothes and wedding ensembles of cotton. Open to public. Luncheon, $2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.		
Monday May 10- June 5	BELMONT SPRING RACE MEET	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L. I.
	General admission, $1.50; Clubhouse, $4. Publ.: Mr. Lee Olwell, PL. 8-0615.		
Wednesday May 12- May 13 9:00 A.M.- 5:00 P.M.	ANNUAL CONVENTION	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	This is the annual two-day convention at which the problems of the industry are discussed by the leaders, and outstanding government officials come to clarify federal rulings on cosmetics. The leading beauty editors of magazines and newspapers contribute their slant and a helpful point-of-view is the achieved object. Contact: Mr. S. L. Mayham, CO. 5-5443.		
Wednesday May 12 1:00 P.M. Luncheon	COTTON LUNCHEON FASHION SHOW	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	Arnold Constable will tell New Yorkers how to face Summer in a luncheon showing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, $2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria: Ted Saucier, EL. 5-3000.		
Monday May 17	NATIONAL SUMMER MILLINERY WEEK Information and written material distributed by Millinery Fashion Bureau. Contact: Miss Ethel Duhan, M.F.B., 33 West 42nd St., LO. 5-3283.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 19 1:00 P.M. Luncheon	FINAL LUNCHEON FASHION SHOW OF SEASON	HARRY COLLINS (647 5TH AVE.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

The Harry Collins Summer Collection will be shown at luncheon for the benefit of the New York Infirmary for Women and Children. Present will be Mrs. Wendell Willkie, Mrs. Roy Howard and others. Open to public. Luncheon, $2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.

First Week In June	FALL FASHION COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS

The following Guild Houses will present their Fall Collections beginning June 1st and for a week thereafter. More specific dates listed later.

WILLIAM BASS DRESS CO.	530 7TH AVE.	INTERNATIONAL DRESS CO.	1400 B'WAY
CAPRI FROCKS, INC.	1372 B'WAY	KAPLAN & GRABOIS	498 7TH AVE.
DEITSCH, WERSBA, COPPOLA	512 7TH AVE.	SAMUEL KASS	498 " "
ED GERRICK, INC.	550 " "	LA RUE DRESSES, INC.	550 " "
FOX-BROWNIE, INC.	498 " "	MARY LEE, INC.	530 " "
A. GOODMAN & CO.	530 " "	PARNIS-LEVINSON, INC.	530 " "
JOSEPH HALPERT	530 " "	BEN REIG CO.	498 " "
HORWITZ & DUBERMAN	498 " "	C.H.D. ROBBINS CO.	525 " "
JUNIOR LEAGUE FROCKS	1372 B'WAY	HERBERT SONDHEIM, INC.	530 " "
	STAR-MAID DRESSES 498 7TH AVE.		

Monday June 7 (Time Later)	PREVIEW: 22ND ANNUAL EXHIBIT OF ADVERTISING ART	ART DIRECTORS' CLUB	N. Y. PUBLIC LIBRARY 42ND ST. AT 5TH AVE.

This is the annual showing of the best illustrations in advertising. A competent committee will judge and make awards for the best ads. Any art director, artist, photographer, designer (or any organization) which has produced, directed or published a piece of advertising art or an advertising unit appearing in published form between February 16, 1942, and February 16, 1943 is eligible to show it. Send material to Exhibition Committee, Art Directors' Club. Entry fee for each accepted piece is $15, payable upon acceptance. Open to public from June 8-30. Further details later. Contact: Miss Winifred Karn, Art Directors' Club, 115 E. 40th St., N.Y.C., CA. 5-4340.

DATES AHEAD

Apr. 18	PALM SUNDAY	
Apr. 20	1ST DAY OF PASSOVER	(Tues.)
Apr. 23	GOOD FRIDAY	
Apr. 25	EASTER SUNDAY	
May 9	MOTHER'S DAY	(Sun.)
May 15	STRAW HAT DAY	(Sat.)
May 17	I AM AN AMERICAN DAY	(Mon.)
May 30	MEMORIAL DAY (Celebrated Mon.)	
June 14	FLAG DAY	(Mon.)
June 20	FATHER'S DAY	(Sun.)
June 22	1ST DAY OF SUMMER	(Tues.)
Sept. 6	LABOR DAY	(Mon.)

RED LETTER WEEKS

Apr. 19-24	NATIONAL GARDEN WEEK
Apr. 25-5/1	NATIONAL BABY WEEK
Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK
May 1-8	NATIONAL EGG WEEK
May 1-8	AMERICAN HOME WEEK
May 1-8	NATIONAL FISHERMAN'S WEEK
May 2-9	NATIONAL MUSIC WEEK
May 3-9	NATIONAL RESTAURANT WEEK
May 12-18	GOOD WILL WEEK
May 15-22	NATIONAL GOLF WEEK
May 17-22	NATIONAL COTTON WEEK
May 23-29	NATIONAL FIRST-AID WEEK
Sept. 19-25	NATIONAL DOG WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....6 PERFORMANCES IN NEW YORK, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
April 16 Fri., April 16, 8:30 P.M.--"FAUST"
Sat., April 17, 2:00 P.M.--"THE MARRIAGE OF FIGARO"
Wed., April 21, 7:15 P.M.--WAGNER'S "PARSIFAL"
Fri., April 23, 1:00 P.M.--WAGNER'S "PARSIFAL"
Sat., April 24, 2:00 P.M.--VERDI'S "LA TRAVIATA"
Sat., April 24, 8:00 P.M.--TRIPLE BILL, ITALIAN OPERAS
Publicity: Constance Hope, PL. 3-3390.

Week of.....NO PERFORMANCES OF SPRING BALLET SEASON AT MET., DURING HOLY WEEK.
Apr. 19-24

Wednesday...PREMIERE: "MISSION TO MOSCOW" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
April 21 Warner Bros. movie version of Joseph Davies' (former Ambassador to Russia)
(Tentative) Moscow experiences. Walter Huston has the leading role, supported by Ann Harding, Eleanor Parker, Richard Travis and a huge cast. Publicity: Eve Siegel, CI. 6-1000.

Wednesday...PREMIERE: "CHINA" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
April 21 This is one of the most exciting oriental-background, part authentic, part Hollywood pictures starring Loretta Young and Alan Ladd. Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: "ASSIGNMENT IN BRITTANY" (Movie) CRITERION THEATRE, 1514 B'WAY
April 21 This is MGM's film, laid in France, during the Nazi occupation and stars Pierre Aumont and Susan Peters, two celebrated new stars in a picture. Publicity: Lou Smith, BR. 9-7800.

Sunday.....1ST BENEFIT SHOW FOR FATHER DUFFY CANTEEN, MUSIC BOX THEATRE, 239 W. 45TH
April 25 All kinds of Broadway talent including Kate Smith, Gertrude Lawrence,
8:20 P.M. Hildegarde, Jimmy Durante, Milton Berle and others, will contribute to this popular venture. Irving Berlin donated the theatre and all others have joined to make this a wild success. Open to public. Tickets on sale from $1.65 to $11. Publicity: Dorothy Hirsh, BR. 9-8153.

Wednesday...PREMIERE: "FIRST MILLION" RITZ THEATRE, 219 WEST 48TH STREET
April 28 This is a comedy drama with Dorrit Kelton, Russell Collins, Wendel Corey and John Souther. Setting by Wolfgang Roth. Publicity: Harry Davis, BR. 9-9074.

Sunday.....NATIONAL MUSIC WEEK — NATIONAL & INTER-AMERICAN MUSIC WEEK COMMITTEE — THROUGHOUT COUNTRY
May 2-9
This is the 20th annual observance of National Music Week, to bind more closely together the Music lovers of America through the first of the four freedoms, "Freedom of Speech and Expression", interpreted in terms of music. The choicest of the world's music will be broadcast all week in collaboration with the Treasury radio programs. The ultimate object, besides enjoyment of music, is increased purchase of War Bonds and Stamps. For further information, promotional material, tie-ins, etc., contact: Mr. C. Tremaine, National Music Week Committee, 315 4th Ave., NYC, GR. 5-7100.

Wednesday...PREMIERE: "SONS AND SOLDIERS" MOROSCO THEATRE, 217 WEST 45TH ST.
May 5 This is the title of the new Irwin Shaw play, with Geraldine Fitzgerald, Stella Adler, and others. Publicity: Charles W. Washburn, CI. 6-5775.

Thursday....OPENING: STARLIGHT ROOF AND XAVIER CUGAT'S ORCHESTRA, WALDORF ASTORIA HOTEL
May 6 This will be a gala opening. Details later. Publicity: Ted Saucier, EL. 5-3000.

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